

"TRIP CHAINING :23/:07"

:23 RECORDED:
SFX: A FLOWING, LILTING MELODY

FEMALE ANNCR:

The air...

You breathe it...

Feel it...

And continue to protect it...

Simply by doing what you're already doing:

Combining your daily errands into one sensible trip.

Trip chaining.

It means more time in your life,

Less traffic congestion,

And less pollution.

So keep it up
because it all adds up
to cleaner air.

:07 LIVE READ TAG: (7 Seconds for Local Customization)

It all adds up to cleaner air

"MAINTENANCE :23/:07"

:23 RECORDED:
SFX: A FLOWING, LILTING MELODY

FEMALE ANNCR:

It's within us...

It's all around us...

The air...

You can protect it simply by doing
what you're already doing:

Maintaining your car and keeping
it in top running condition.

It saves money and means
less traffic congestion.

due to breakdowns.

And it means less pollution.

So keep it up
because it all adds up
to cleaner air.

:07 LIVE READ TAG: (7 Seconds for Local Customization)

"ALT. CHOICES :23/:07"

:23 RECORDED:
SFX: A FLOWING, LILTING MELODY

FEMALE ANNCR:

All across the nation, people just like you
are protecting the air...

Simply by doing what
they're already doing...

Sharing rides,

biking,

walking,

riding the bus,

taking the train...

It costs less

and means less traffic congestion.

And it means less pollution.

So keep it up
because it all adds up
to cleaner air.

:07 LIVE READ TAG: (7 Seconds for Local Customization)

" TUNED/MOOSE :30"

:30 RECORDED:
ANNCR 1:

In the next twenty-nine seconds, our goal is to make people more environmental.
So we're handing the mike over to a moose to make the case.

Take it away, Moose...

SFX: HEAVY BREATHING INTO MICROPHONE. MOOSE LICKS MICROPHONE.

All right, get the moose out of here. Well, if that didn't move you, maybe
money will. For instance, keeping your car regularly tuned means cleaner air and
less money spent on gas and repairs.

For more ways to get green, go to getgreen.com.

ANNCR 2:

Brought to you by the Ad Council, the Alliance for Clean Air and
Transportation, and Environmental Defense.